THE 5TH ANNUAL

EVENTtech

NOVEMBER 2-4, 2015

The Bellagio, Las Vegas

USING SOCIAL MEDIA + TECHNOLOGY TO ENHANCE LIVE EXPERIENCES

Presented by event marketer

2015 PROSPECTUS

The Biggest Brands in the World

*Sample of past attendees

The Best Agencies on the Planet

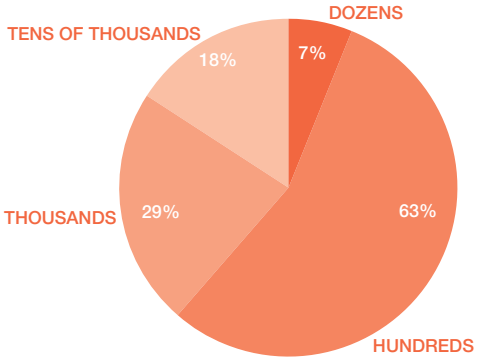
EventTech 2015 | Contact Anna Lawler at alawler@red7media.com or 203.852.5681

*Sample of past attendees

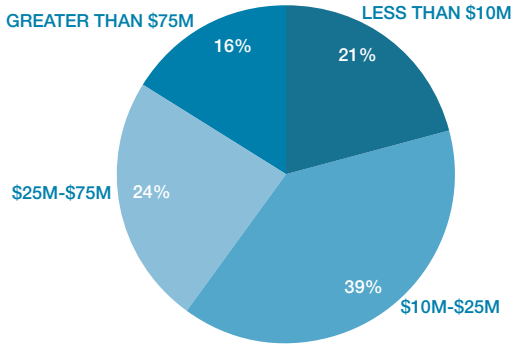
The EventTech Attendee

They're interested, motivated and authorized to make event technology purchase decisions. Together, the attendees at EventTech represent $12 billion in event and trade show spending.*

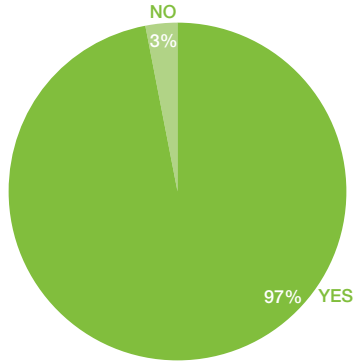
HOW MANY EVENTS DOES YOUR COMPANY WORK ON ANNUALLY?



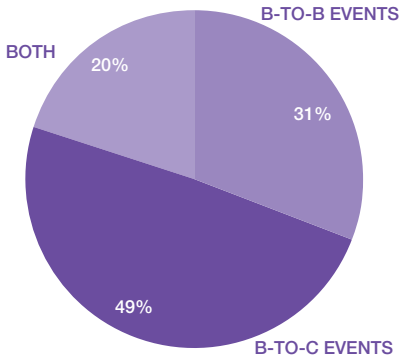
YOUR COMPANY'S EVENT SPEND IS…



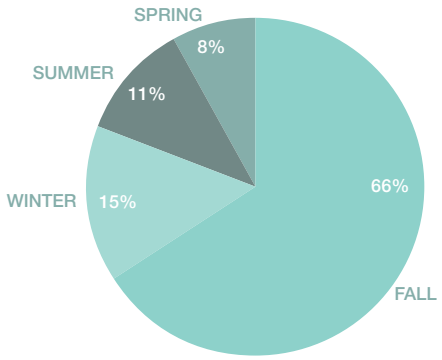
ARE YOU AUTHORIZED TO REVIEW AND APPROVE EVENT-RELATED TECHNOLOGY PURCHASES?



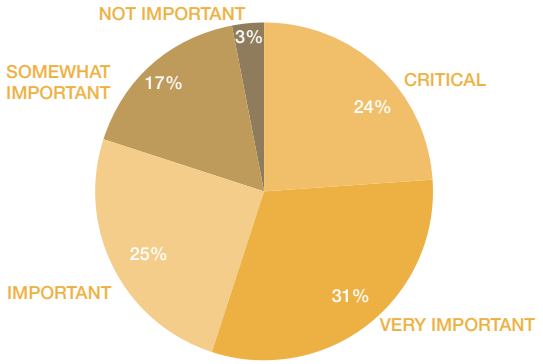
WHAT TYPE OF EVENTS DO YOU WORK ON?



WHEN DO YOU REVIEW AND SELECT PARTNERS FOR THE COMING YEAR?



HOW IMPORTANT IS REVIEWING TECHNOLOGY PARTNERS TO YOUR EVENTTECH EXPERIENCE?



*Source: Survey of 2012 and 2013 EventTech attendees

Exhibits

EventTech offers three exhibit options: a 10x10 package providing affordable exposure, a 10x20 mid-tier package offering more space to strut your stuff and a limited number of exclusive 20x20 footprints that will turn your company into the bell of the hall.

BRONZE 10x10 EXHIBITOR PACKAGE

- One 10x10 footprint on campus floor
- 30-word description, logo and contact listing on the event website and app
- 1 complimentary full conference pass
- 1 booth staff pass
- 25% discount on additional full conference passes
- Post-show attendee mailing list (phone, fax and email not included due to CAN SPAM)
- Exhibitors are responsible for all costs associated with shipping, setup, drayage, electric etc.*

COST: $4,750

SILVER 10x20 EXHIBITOR PACKAGE

- One 10x20 footprint on campus floor
- 50-word description, logo and contact listing on the event website and in app
- 1 complimentary full conference pass
- 2 booth staff passes
- 25% discount on additional full conf. passes
- Post-show e-blast to attendees (sponsor copy facilitated by show management)
- Post-show attendee mailing list (phone, fax and email not included due to CAN SPAM)
- Ability to provide collateral in event tote bag
- Exhibitors are responsible for all costs associated with shipping, setup, drayage, electric etc.*

COST: $8,900

GOLD 20x20 EXHIBITOR PACKAGE

- One 20x20 footprint on campus floor
- 75-word description, logo and contact listing on the event website and in app
- 2 complimentary full conference passes
- 3 booth staff passes
- 35% price discount on additional full conference passes
- Pre-show e-blast to attendees (sponsor copy facilitated by show management)
- Post-show e-blast to attendees (sponsor copy facilitated by show management)
- Post-show attendee mailing list (phone, fax and email not included due to CAN SPAM)
- Ability to provide collateral in event tote bag
- Exhibitors are responsible for all costs associated with shipping, setup, drayage, electric etc.*

COST: $15,495

*While show management will provide pipe and drape to delineate space for 10x10 and 10x20 exhibit packages booth structures are not provided to any exhibitors.

Sponsorships

Become a part of the action! Introduce a keynote speaker or a workshop, welcome attendees to the Event Technology Awards, say hello at a breakout session. Activate a reception. These opportunities put your people on stage... and your brand on display.

EVENT TECHNOLOGY AWARDS SPONSOR

(Multiple sponsorships available, category exclusivity applies)

The fifth annual Event Technology Awards are back! Be a part of this exciting luncheon event and help us honor the best in the industry.

Includes all elements of 10x10 Bronze Exhibitor Package plus:

- Sponsor logo included on food and beverage napkins during the awards
- Placards with sponsor logo on all food and beverage stations
- Ability to have collateral or gift available at the awards
- 1 additional full conference pass

COST: $9,500

KEYNOTE SPONSOR

(1 Available)

Includes all elements of the 10x10 Bronze Exhibitor Package plus:

- Exclusive sponsor of EventTech Keynote
- Rotating banner ad placement on EventTech website
- Opportunity for a senior member of your company to provide welcome and introductory remarks prior to keynote
- Presentation of a short video or sizzle reel about your company (1-2 minutes in length)
- Ability to have collateral available to attendees at Keynote entrance
- Sponsor logo included on food and beverage napkins during breakfast prior to keynote
- Placards with sponsor logo on all food and beverage stations during the breakfast held prior to the start of the Keynote
- Ability to provide collateral in event tote bag
- 1 additional complimentary full conference pass
- Pre-show e-blast to attendees (facilitated by show management)

COST: $18,500

BREAKOUT SESSION SPONSORSHIP

Includes all elements of the 10x10 Bronze Exhibitor Package plus:

- Sponsor of one of the designated breakout rooms in the program
- Opportunity for a senior member of the company to provide welcome and introductory remarks prior to the start of the designated content in your sponsored room each morning
- Ability to have collateral available to attendees at the session room entrance
- 1 additional complimentary full conference pass

COST: $8,500

NETWORKING RECEPTION SPONSORSHIP

The EventTech reception is a who's-who of event marketing. Reconnect with colleagues and meet new peeps—grab a cocktail and enjoy great conversations with your industry peers.

The package includes all elements of the 10x10 Bronze Exhibitor Package plus:

- Sponsor of one of the designated Evening networking reception in the Campus
- Branded décor throughout the campus during the networking reception to include placards on food and beverage stations, signage, and napkins with company logo
- Ability to have collateral available to attendees displayed on cocktail tables and stations
- 1 additional complimentary full conference pass

COST: $9,500

Sponsorships (Continued)

BADGE & LANYARD SPONSOR

Exclusive sponsor of lanyard and show badge distributed to all attendees at registration.

- One-color sponsor logo on lanyards
- Sponsor ad on back of show badge
- 30-word description, logo and contact listing on the event website and in app
- 1 complimentary full conference pass
- 25% price discount on additional full conference passes
- Post-show attendee mailing list (phone, fax and email not included due to CAN SPAM)

COST: $6,000

TOTE BAG SPONSOR

Exclusive branding on tote bag distributed to all attendees at registration. Your one-color company logo will be featured on the exterior of the event tote bag.

- 30-word description, logo and contact listing on the event website and in app
- 1 complimentary full conference pass
- 25% price discount on additional full conference passes
- Post-show attendee mailing list (phone, fax and email not included due to CAN SPAM)

COST: $7,000

WATER BOTTLE SPONSOR

Exclusive sponsor of EventTech water bottle and water stations.

- One-color sponsor logo branded on the reuseable sport-style water bottle provided to all attendees at registration
- 30-word description, logo and contact listing on the event website and in app
- 1 complimentary full conference pass
- 25% price discount on additional full conference passes
- Post-show attendee mailing list (phone, fax and email not included due to CAN SPAM)

COST: $7,000

REFRESHMENT BREAK SPONSOR

- Exclusive sponsor of all refreshment breaks
- Sponsor logo on food and beverage napkins during the breaks
- Ability to have collateral available at breaks
- 30-word description, logo and contact listing on the event website and in app
- 1 complimentary full conference pass
- 25% price discount on additional full conference passes
- Post-show attendee mailing list (phone, fax and email not included due to CAN SPAM)

COST: $6,500

> "The high-quality attendee base was beyond our expectations. One minute we were meeting with Microsoft and Lexus, the next we were sitting down with Jack Morton and George P. Johnson. The mix was fantastic."
>
> *-EventTech 2013 sponsor*

Content Add-Ons

EventTech features a campus-style exhibit village designed with a theater hub in the center and presentation areas integrated among the booths. We're offering two content add-ons for exhibitors and sponsors: 30-minute "strat sessions" in Microsessions and rapid-fire 40-minute Speed Briefings.

MICROSESSION: 30 MINUTES

(Mixed in with EventTech Sessions)

- Strategic 30-minute presentations about a trend, topic or case study by someone on your team
- Perfect for companies looking to position their people/company as thought-leaders
- Each Microsession footprint is equipped with a screen and mic for your slide presentation and seating for up to 75 attendees
- We'll work with you on your topic and help ensure you're "spot on" for the attendees

Cost in addition to Booth purchase: $4,495

Cost without Booth purchase: $8,495

SPEED BRIEFING: 40 MINUTES

(Run Concurrently)

- A pair of quick-fire training sessions taught by someone on your team
- Present two 20-minute "briefings" in a row on a certain topic—present to one group of attendees, and then to another for a total of 40 minutes of you in front of two groupings of attendees
- Speed Briefings are not scheduled against any other content and run as their own block
- Pre-show e-blast to attendees promotes your Speed Briefing to keep it "top of mind"
- Ability to provide collateral to be included in event tote bag promoting your Speed Briefing

Cost in addition to Booth purchase: $6,495

Cost without Booth purchase: $9,995

REMEMBER: Microsessions run against other content and are presented as "part" of EventTech's overall content offerings. Speed Briefings run concurrently and are not scheduled against any other content.

Order Agreement

PLEASE COMPLETE ALL PARTS OF THIS FORM

For Exhibit and Sponsorship Questions:

ANNA LAWLER
Director of Event Sales
p. 203.852.5681
f. 203.549.0779
e. alawler@red7media.com

Fax this contract to:
203.549.0779

I. COMPANY INFORMATION

Company Name_____

Street_____Suite_____

City_____

State/Province_____

Country_____Zip/Postal Code_____

Telephone (_____)_____Fax (_____)_____

Key Contact Name_____

Title_____

Email_____

Web address_____

II. SELECT ACTIVATION PACKAGE

EXHIBITOR PACKAGES

- ☐ 10x10 Exhibitor Bronze Package: $4,750
- ☐ 10x20 Exhibitor Silver Package: $8,900
- ☐ 20x20 Exhibitor Gold Package: $15,495

SPONSORSHIP PACKAGES

- ☐ Event Technology Awards Sponsor: $9,500
- ☐ Keynote Sponsor: $18,500
- ☐ Breakout Session Sponsorship: $8,500
- ☐ Networking Receptions: $9,500

These four sponsorships do not include exhibit space--they may be purchased separately or added to any package:

- ☐ Badge & Lanyard Sponsor: $6,000
- ☐ Tote Bag Sponsor: $7,000
- ☐ Water Bottle Sponsor: $7,000
- ☐ Refreshment Breaks Sponsor: $6,500

CONTENT MODULES

- ☐ Microsession as Add On: $4,495
- ☐ Microsession without Exhibit Purchase: $8,495
- ☐ Speed Briefing as Add On: $6,495
- ☐ Speed Briefing without Exhibit Purchase: $9,995

CONTRACT TOTAL: $_____

IV. PAYMENT INFORMATION

❑ CHECK # _____ enclosed. Payable in U.S. funds to "Access Intelligence"
Mail checks to Access Intelligence/EventTech Orders, P.O. Box 9187, Gaithersburg, MD 20898-9187

* Charges will appear as "Access Intelligence" on your credit card statement.

❑ CREDIT CARD FOR DEPOSIT ❑ CREDIT CARD FOR CONTRACT TOTAL TYPE OF CARD_____

Credit Card Number_____Exp. Date_____Security Code_____Authorized Signature_____

Billing Address (if different from Part I)_____Suite_____

City_____ State/Province_____ Country_____ Zip/Postal Code_____

V. EXHIBIT SPACE TERMS

Please read the contract terms and conditions (on reverse). cancellation/reduction in space policy—see #7.

- 50% Deposit due 30 days after invoice
- Balance due August 30, 2015
- For contracts signed after August 30, 2015, payment is due with the signed contract.

Acceptance of this application by Access Intelligence constitutes a contract. After August 30, full payment must accompany all contracts submitted. Applicant agrees to abide by the Contract Terms and Conditions for EventTech.

_____
Name (please print)

_____
Title

_____
Authorized Signature

_____
Date

FAX SIGNED SPONSORSHIP/EXHIBITION AGREEMENT TO ANNA LAWLER AT 203-549-0779

EVENTTECH 2015, NOVEMBER 2-4 | THE BELLAGIO, LAS VEGAS

EventTech is produced by Access Intelligence and is presented by Event Marketer magazine. Access Intelligence and the presenting magazine are hereinafter referred to as "Show Management."

TERMS AND CONDITIONS

1. **Contract for Space:** The contract for space, the formal notification of space assignment and full payment of fees together constitute a contract between the exhibiting organization, hereinafter known as the Exhibitor, and Access Intelligence, hereinafter known as Show Management, for the right to use space for the Show. The contract is based upon the plan of exhibit rates shown thereon and general information contained in the exposition prospectus and sales kit, all of which are to be considered along with details on all pages of this form as part of the contract.

All measurements shown on the floor plan are approximate and Show Management reserves the right to make such modifications as may be deemed to be necessary, making equitable adjustment with any exhibitor or exhibitors thereby affected. Show Management also reserves the right to adjust the floor plan to meet the needs of the exposition.

2. **Installation and Dismantling of Exhibits:** Delivery of freight, installation of exhibits and completion of erection of exhibits will take place on the dates hereinafter shown. The exhibits must be ready for inspection no later than 9:00 am of the first show day. Should an exhibit not be set by 9:00 am of the first show day, Show Management reserves the right to have the Official Exhibit Services Contractor install the exhibit or remove unopened freight at the expense of the exhibitor. Dismantling may not begin until the close of the exposition on the final show day.

Goods and materials used in any display shall not be removed from the exhibit hall until the exposition has officially been closed. Any exception to this rule must have the written approval of Show Management. Dismantling must be completed and all exhibit materials removed by the final move out date and hour shown. (NOTE: Exhibitors are advised to remove small, portable items immediately upon conclusion of the exposition).

3. **Storage—Boxes and Packing Crates:** Exhibitors will not be permitted to store boxes or packing crates in or behind exhibit booths. Prior to 8:00 am of the first show day, all boxes and crates will be placed in storage provided they are properly labeled for storage. Those not so labeled will be removed and destroyed as refuse. (NOTE: Storage labels will be provided at the Official Exhibit Services Contractor's Desk).

4. **Minors and Children:** Persons under 18 years of age will not be permitted in the exhibit area.

5. **Floor Plan:** The floor plan for this exhibit will be maintained as originally presented wherever possible. However, Show Management reserves the unqualified right to modify said plan to the extent necessary for the best interests of the exhibit, the exhibitors, and the industry.

6. **Applications for Space—Conditions:** Reservations must be made on the attached form which must contain complete information. Show Management reserves the right to reject applications for space.

It is the policy of Access Intelligence to limit the use of exhibit spaces to firms whose products or services contribute to the purposes of the Show. NO CASH SALES WILL BE PERMITTED.

7. **Payment Schedule/Cancellation or Reduction of Space:** Contract can be cancelled in full with no penalty if request received in writing and acknowledged by Management before January 1, 2015. After January 1, 2015, the payment schedule listed on the face of the contract is applicable. Cancellation of this contract or reduction of space must be in writing, and by mutual consent of the applicant and Management, except that Management may unilaterally cancel this contract for non-payment of any balance due by the date specified. If cancellation or reduction of space is agreed to, applicant will be liable for payment based on the aforementioned schedule. 50% deposit due 30 days after first invoice sent to client. Full contract balance due August 30, 2015.

8. **Space Assignment:** Space assignment will be indicated on the accepted contract. However, should conditions or situations warrant, Show Management has the unqualified right to reassign space for the best interest of the exposition. Exhibitors must rent sufficient space to contain their exhibit completely within the confines of booth lines. Equipment may not extend into the aisles, over the aisles, or across the exhibitor's purchased booth line. Heights and Depths addressed in the Exhibitor Kit must be observed.

Wait List: Exhibitors have an opportunity to be placed on a Wait List for an alternative location on the show floor upon request. Exhibitors must have space reserved and appropriate payment received to be moved per the Wait List request (see Section 7. Payment Schedule/Cancellation or Reduction of Space).

9. **Sharing/Subletting Space:** No exhibitor shall assign, sublet, or apportion the whole or any part of the space allotted, or have representatives, equipment, or materials from other than their own firm in the said space. Show Management policy prohibits subcontracting of exhibit space. Should an exhibitor decide to cancel, exhibit space reverts back to Show Management.

10. **Exhibitor Personnel:** Each exhibitor will furnish Show Management, in advance, the names of those persons who will staff the booth on the Exhibitor Personnel Form furnished by the Show in the Exhibitor Service Manual. Personnel will be admitted to the show floor at 8:00 am each day. In the event earlier admission is required, special permission must be obtained from Show Management.

Exhibitor's representatives manning the exhibit will be owners, employees or agents of exhibiting companies, and such representatives will wear proper badge identification furnished by the exposition. Such badges will be supplied upon presentation of the list of personnel by the exhibitor or by application made at the Exhibitors' Registration Desk. Each exhibitor will provide the name of the representative (including hotel or local phone number) who has primary responsibility on the floor for the exhibitor's display, and who is authorized to make decisions for the exhibitor as requested by Show Management on-site or in the case of an emergency.

(Note: Supplying Exhibitor personnel badges to current or prospective customers by exhibitors is expressly forbidden. If such use of exhibitors' badges is made and this is recognized, individuals wearing said badges will be removed from the premises and badges will be confiscated. The Exhibitor personnel registration is to be used solely for employees or agents of the Exhibitor).

11. **Contractors Services:** All services, such as furniture, carpeting, labor, cleaning, storage of boxes and crates, shipping and other special services must be arranged through the Official Exhibit Services Contractor. An Exhibitor Service Manual will be provided with proper forms for ordering such services. Forms should be carefully prepared and returned by the deadlines noted to avoid late charges.

Independent Contractors: Notification to use an independent contractor to install/dismantle exhibits must be received forty-five (45) days prior to the first day of the show. If an exhibitor elects to use any contractor other than the official contractors designated by show management, show management is not in a position to intercede in disputes on behalf of the exhibitor. See rules in Exhibitor Service Manual for other requirements. Notification to use independent contractor(s) must go to both show management and the Official Exhibit Services Contractor.

12. **Character of Exhibits:** It is the desire of Show Management that each exhibitor design and create an exhibit of an attractive nature which will enhance the overall appearance of the exposition and be a credit to the industry. We request that all exhibitors respect applicable clauses of the American with Disabilities Act.

Show Management reserves the right to approve the character of the display and to prohibit any display which, because of noise or other objectionable features, detracts from the general character of the exposition. Exhibits must be in good taste as determined by Show Management. It is the exhibitors responsibility to create an attractive display area. The exhibitor is required to provide carpet to cover the area contracted, including under carpet equipment.

Any part of an exhibit space which does not compliment the purpose of the exhibition must be corrected at the exhibitor's expense. Show Management reserves the unilateral right to correct any unsightly exhibit and the exhibitor agrees to pay Show Management for expenses incurred in making the necessary alterations.

13. **Gadgets, Gimmicks, Demonstrations, Music and Sound:** Side show tactics, scantily clad individuals or other undignified promotional methods will not be permitted. Exhibitors are asked to observe the "good neighbor" policy at all times. Exhibits should be conducted in a manner not to be objectionable or offensive to neighboring booths. The use of photographers, musicians, entertainers, loud speakers, sound system equipment and noise-making devices are restricted to within the exhibitor's booth. Show Management reserves the right to determine when such items become objectionable.

Show Management requires exhibitors to obtain music licenses through ASCAP and BMI if they intend to use Copyrighted music in their booths. Show Management is not responsible for the music used by exhibitors, and Exhibitor hereby agrees to indemnify, defend and hold harmless Show Management for any and all costs or damages, including attorneys fees, related to any copyright violations that result from Exhibitor's failure to obtain the appropriate license(s).

Balloons, horns, odors, or congestion in Exhibitors' booths are not permitted.

Give-away, demonstrations and/or entertaining the attendees in booths, must be arranged so that attendees coming into the exhibit do not block aisles or overlap into neighboring exhibits.

The operation of equipment indoors will not be permitted on a continuous basis. Operation of equipment may be approved for demonstration purposes for short periods (approximately one to five minutes), provided Show Management is notified in writing (30) days prior to the first day of the show. Booths must be policed by each exhibitor so that disruption or noise level from any demonstration or sound system is kept to a minimum and does not interfere with others. Remember the use of sound systems or equipment producing sound is an exception to the rule, not a right. Show Management reserves the exclusive right to determine at what point a disruption or sound level constitutes interference with other exhibits and must be discontinued.

Exhibitors may be asked to discontinue any demonstrations indoors during show hours if surrounding exhibitors lodge complaints of excessive noise or other disruptions.

Racing lights, flashing lights and strobe lights are considered offensive to neighboring booths and are not permitted unless it is part of the product demonstration.

Exhibitors may take photos or videos of their display, however, they are not permitted to directly take pictures of any other display, or instruct others to take such pictures, without written permission by Show Management and the exhibitor whose display is being photographed.

Exhibitors must respect the privacy of other exhibitors and not intrude or disrupt another exhibitor while they are conducting business on the show floor.

14. **Other Exhibits:** The Exhibitor agrees that neither they, their agents nor their distributors will distribute publications or conduct any other display or exhibit any equipment bearing their trademark within a three mile radius of the exposition covered by this contract or its officially designated hotel properties during the dates of said exposition. This limitation does not apply to participation in other trade association exhibitions which may coincidentally be ongoing in the same city, or to exhibitor's regular place of business or show room. Violation of this provision by an exhibitor will constitute a breach of the contract and Show Management may, in its sole discretion, cancel this contract and exhibitor will remove their display and any equipment contained in the exhibit hall and forfeit all payments to Access Intelligence pursuant to this contract.

15. **Soliciting – Access to Lists, Samples & Prizes:** No exhibiting firm, organization or trade publication, regardless of its product or service, is permitted to sell product off the show floor. No exhibiting firm, organization or trade publication, regardless of its product or service, is permitted to engage in direct selling in the exhibit hall area. No soliciting of registrants shall be permitted in the aisles or in other exhibitors' booths. Samples, catalogues, pamphlets, publications, souvenirs, etc., may be distributed by exhibitors and their representatives (including hosts and hostesses) only within their own booths. No exhibitor will be permitted to conduct any prize drawings, awards for signing of names and addresses, etc., without prior written approval of Show Management. Signs showing the price of it must not be displayed. Access Intelligence reserves the right to limit access to attendee, exhibitor and any other list or information gathered by Access Intelligence, or its contractors.

Exhibitors that publish industry publications may distribute their publications outside their booths only to the other exhibitors and only during show hours. Show sponsors that produce industry publications may distribute their publications to exhibitors at times designated by show management.

16. **Flammable Materials:** Flammable fluids, substances, or material of any nature are prohibited in the booth and in the storage area behind the booth. All decorative materials must be flame-proofed before being taken into the exhibit hall, and must comply with local fire regulations. Transferring of flammable liquids while in the exhibit hall is expressly prohibited. Electrical equipment and wiring must meet all safety codes.

17. **Beverages and Foods:** Food and/or beverages may be supplied by the exhibitor, with the prior written consent of Show Management and the Facility. Alcoholic beverages may not be served in the exposition. Note: Corkage fees to the Facility may be required.

18. **Liability:** Neither Show Management, the official service contractors, exhibit hall management, Access Intelligence's security service, nor any of the officers or employees of the above will be responsible for the safety of property of exhibitors from theft, strikes, damage by fire, water, storm or vandalism or other causes. Show Management will take reasonable precautions through the employment of security personnel to protect exhibits from such loss.

All property of the exhibitor is understood to remain in the exhibitor's custody and control in transit to or from or within the confines of the exhibit hall and subject to the rules and regulations for the exposition.

Note: Exhibitors are to carry insurance to cover exhibit materials against damage and loss and public liability insurance against injury to the person and property of others. By executing the Contract for Exhibit Space, Exhibitor warrants that there is in effect said insurance policy covering the Exhibitor, with coverage remaining current through Exhibitor's occupancy of the Show and the host facility.

Exhibitor must comply with all federal, state, local and exposition facilities' safety regulations. Corrections will be made at Exhibitor's expense. If corrections cannot be made, exhibit shall be removed at Exhibitor's cost, with no liability accruing to Show Management. Under no circumstances may the weight of any exhibit material exceed the specified maximum floor load of the exhibit hall. Exhibitor accepts full and sole responsibility for any injury or damage to persons or property resulting from failure to distribute the placement of his exhibit material to conform with the floor loading specifications.

Indemnity: Exhibitor agrees to indemnify, defend, and hold harmless Show Management, its officers, employees, and agents from and against any and all third party claims and other liabilities (including reasonable attorney's fees) that are caused by, arise from, or grow out of the negligent acts or omissions of the Exhibitor, its agents, officers, employees, representatives, servants, invitees, patrons, or guests.

The exhibitor is charged with knowledge of all local laws, ordinances and regulations pertaining to business licenses, health, fire prevention and public safety affecting his participation in the exposition. Compliance with such laws is mandatory for all exhibitors and is the sole responsibility of the exhibitor. If unusual equipment is to be installed, the exhibitor must communicate with Show Management for information concerning the facility or applicable regulations.

Show Management will not be liable for the fulfillment of this contract as to the delivery of space if non-delivery is due to any of the following causes: By reason of the building being destroyed or substantially damaged by fire; act of God; public enemy; strikes; authority of law; or any other cause beyond the control of Show Management. In the event of not being able to hold the exposition for any of these reasons, Show Management will refund to each exhibitor the amount they paid for their space less a prorated share of all the expenses incurred for the exposition up to the date of required cancellation.

19. **Damage:** Exhibitors will be liable for any damage caused by fastening fixtures to the floors, walls, columns or ceilings of the exhibit building and for any damage to equipment furnished by Show Management or service suppliers designated by them.

20. **Violation:** The interpretation and application of these rules and regulations are the responsibility of Show Management. Any violation by the exhibitor of any of the terms or conditions herein shall subject exhibitor to cancellation of its contract to occupy booth space and to forfeiture of any monies paid on account thereof. Upon written notice of such cancellation, Show Management shall have the right to take possession of the exhibitor's space, remove all persons and properties of the exhibitor and hold the exhibitor accountable for all risks and expenses incurred in such removal.

21. **Social Functions/Special Events:** Any social function or special event during the Show in the host city, is reserved for exhibiting companies and must be approved by Show Management.

22. **Show Rules:** In the event that unforeseen events make it necessary, Show Management will have the right to amend these rules and regulations or make additions thereto, and all such amendments or additions shall be made known promptly to each exhibitor. Show rules are promulgated separately and are tailored to the individual exhibit hall.

23. **Good Standing with Sponsor Publications:** If exhibitor is also an advertiser with Event Marketer magazine, the presenting publication of the show, their advertising account balance must be current or within 30 days of billing date to retain their booth.

ACCEPTED:

_____

Name (please print):

_____

Title:

_____

Authorized Signature:

_____

Date: